Sales Training Courses, Workshops and Manuals for Engineers, Scientists & Techies
by Robert Seviour
Engineer / Experienced Salesman / Specialist Sales Trainer
Concerned about winning more clients for your technical business?
Do you have new people who need training in how to sell?
Are you a Sales Manager who needs to 'get the message across'?
I can help - this has been my speciality for 20+ years.
Selling for Engineers
Training courses and manuals apply equally to the sale of tangible products and technical services.
How To Create Powerful Technical Sales Literature
"Very interactive, lots of personal experience delivered. The seminar provided a broad range of aspects of sales work, covering different types of sales. A lot of experience has been shown and illustrated the cases. Practical exercises helped to get a firm grip on do's and dont's."
Participant comment
Seminars, talks and workshops are offered to students at universities and technical institutions without charge or at reduced rates. Please
robertseviour@gmail.com
Robert Seviour teaches sales skills to engineers, technical people and a diverse range of industry delegates at his 'Selling for Engineers' seminars.
It's been a long journey from the beginning of his career as a 'hands-on' mechanical engineer.
"I probably would have stayed in engineering if a friend had not talked me into joining a direct sales organisation. There it was all different - what counted was how many new orders I was bringing in, not technical matters. It was a whole new world to me. To my surprise I enjoyed selling and was good at it. There's nothing like the buzz you get when you bring in a big order."
Robert began his working life at 'Power Frequency Heating Ltd. in the London suburbs. This company produced 'pre-start heaters' for emergency vehicles and large trucks and other equipment operating in cold climates. Customers included Dennis Fire Engines, Carmichael Ambulances, Caterpillar Vehicles, Petter Engines and Rolls Royce cars.

[Additional information >>> HERE <<<]

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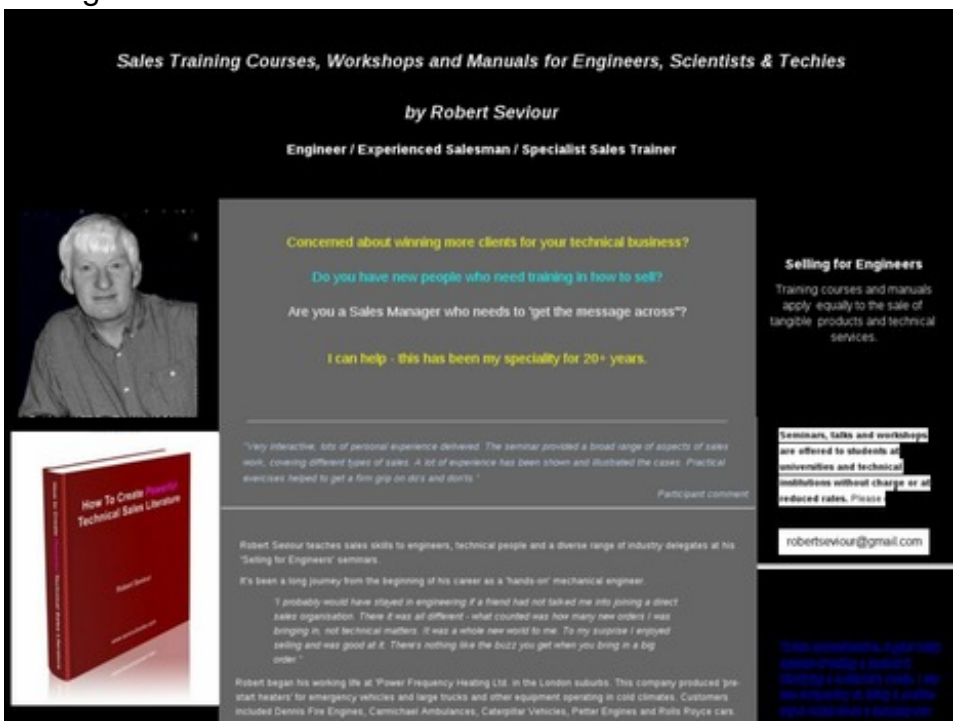
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